

**COUNCIL ACTION FORM**

**SUBJECT:      CAMPUSTOWN FAÇADE GRANT FY15/16**

**BACKGROUND:**

The Campustown Façade Program was developed to enhance the appearance of Campustown commercial buildings, fulfilling the City Council's objective of supporting Campustown. The goal of the proposed Campustown Façade Program is to promote diverse building styles and increased activity and commercial use. This program supports enriching the individual detail and character of each building within the context of a pedestrian oriented commercial district. The City Council identified the Campustown Service Center zoning district south of the ISU Campus and Neighborhood Commercial zoning district on West Street as the areas within which properties are eligible for project grants. (See Attachment A.)

This program involves a review of grant applications once per year, and includes up to \$15,000 of matching funds per façade. Each project may be awarded up to two façade grants, totaling \$30,000 with each grant being scored independently. The program also includes the allowance for up to \$2,000 in additional funding for design fees when a project includes a licensed design professional. Projects are scored on visual impact, financial impact, and consistency with the Idea Book concepts. (See Attachment B, Scoring Criteria.) A project must have a commercial use on the ground floor, but upper floors of a building that includes residential or commercial uses may be included in a grant request. Facades eligible for funding must be street facing and improvements must be permanent improvements to the facades.

**Grant Applications**

The City solicited grant applications for the Campustown program in February with a deadline of early March for submittal of applications. An invitation for grant applications was sent to all eligible property and business owners in the façade program area and was also publicized by Campustown Action Association and other media outlets. **Three applications for building facades improvements were submitted for consideration by the Council for a grant award. However, the third application was recently withdrawn.**

The first grant application is for the property at 103 Stanton Avenue for the Cranford building requesting \$15,000 in grant funds with an additional \$1,500 in design fees. The second application is for the property at 116 Welch Avenue for Arcadia Cafe requesting \$15,000 in grant funds and an additional \$1,000 in design fees. **The total amount of grant funding requested for Campustown Façade Grants is \$32,500. Council budgeted \$50,000 in the FY 2015/16 budget for this Façade Program.** Project information and design illustrations are attached for each project. (See Attachment C.)

Although a third application for grant funding was submitted, the applicant elected to

withdraw the application at this time due to concerns with the project regarding Zoning Code compliance. However, this applicant may be eligible to apply for grant funding during a future application period.

According to the approved Campustown Façade Program, each year project applications will be reviewed for grant funding based the design concepts of the Idea Book as noted below. A facade project must further the goals of the design concepts and not substantially detract from other design concepts in the Idea Book. A facade improvement that replaces an already compliant façade is an ineligible request.

Idea Book Design Concepts:

- *Transparent Campustown.* Visual transparency invites pedestrians to patronize the businesses inside. Physical access promotes cohesiveness within the district. Promoting more glass and larger physical openings show the commercial offerings in the district and encourage people to spend more time there.
- *Social Campustown.* Well-designed outdoor gathering areas create a positive social atmosphere. Small, unused, visible spaces can be transformed to expand commercial opportunities. It is not the intent of the program to fund sidewalk dining or other uses of the public right-of-way, although improvements to the building that are part of any outdoor gathering area project would be eligible.
- *Diverse Campustown.* The variety of building types and design styles contribute to the vibrancy, funkiness, visual interest, and diversity of businesses. Façades are encouraged to be distinct from their neighbors and unique in the district.
- *Identifiable Campustown.* High quality signs, graphics, and other design features that express the unique identity of local businesses can be part of a distinctive design for façade improvements.
- *Historic Campustown.* Some buildings in Campustown have potential to illustrate the historic development of Campustown over 100 years. Projects can include removing cover-up materials, restoring original storefronts/entrances, and restoring masonry.

**CRANFORD BUILDING PROJECT APPLICATION – 103 Stanton Avenue** is a corner property in Campustown along Lincoln Way and Stanton Avenue. The Lincoln Way façade of this building was the awarded a pilot project grant in 2015. The building contains Jeff's Pizza and The Singer Station along its Lincoln Way frontage and Jeff's Pizza along the Stanton frontage. This building has historical interest because it was designed and constructed in 1922 by the first woman to receive an engineering degree from Iowa State and because it was funded by women faculty and graduate students as their residence. The street level façade along Stanton is now covered up by wood panels and has windows and doors of a variety of sizes.

With the current façade grant application the same façade treatment is proposed with a new layer of brick veneer being applied to the façade to match the work completed as

part of the previous façade along Lincoln Way and to match the existing brick façade of the upper floors of the building. Doors and windows will be replaced in a similar size and pattern consistent with the design and the Lincoln Way frontage allowing for a minimal increase in transparency for the façade from the existing condition. Wood trim, wood kick plate panels and other wood elements will be repaired if possible, or if not, replaced with similar wood elements.

**Removal of old cover-up materials, restoration of materials and replicating original fenestration patterns make the project consistent with the *historic* design concept. Also, by minimally increasing the total area of openings, the proposed façade project could also be considered consistent with the *transparent* design concept of the Idea Book.**

The project estimate submitted for the application shows a total project cost of \$76,721. After review of the detailed project estimate it appears some of the project cost includes interior work for the space which would not be counted toward the façade project value for grant funding. **Based on the values indicated, staff has calculated the project cost for just the exterior façade work to be approximately \$29,017 with an additional \$1,500 in design fees, thereby reducing the façade grant eligibility from the requested \$15,000 to approximately \$14,500 as 50% of eligible costs.**

**ARCADIA CAFÉ PROJECT APPLICATION – 116 Welch Avenue** requests a revision to the front façade of the existing building. The proposal includes replacement of the existing canopy on the building with a new fabric awning, removal and replacement of the pre-cast concrete wall panels with new manufactured stone veneer and natural cedar siding, revision of the entries of the building for accessibility, and the improvement of signage with new pedestrian oriented blade signs. **The biggest improvement to the façade will be to the front transparency of the building with the installation of new café style windows which can be opened up to allow for the front area of the building to create a social atmosphere with the connection to the pedestrian sidewalk along Welch.**

Although the current façade consists of brick and a transparent glass storefront, the proposed project improves upon these conditions and furthers the goals of the Idea Book. **With the improvement to the new café window system, the project can be deemed to be consistent with both the transparent campustown and social campustown design concepts by creating a better visual and physical connection from the street into the café. The project is consistent with the identifiable campustown concept with the installation of the new awning and pedestrian oriented signage. Consistent with the *diverse* design concept, the appearance of the façade will be distinctly different from other buildings in the area with the use of the stone and natural cedar siding while staying in compliance with the City's zoning requirements for use of clay brick.**

The project estimate submitted for the application shows a total project cost of \$57,941. Based on the values indicated, staff has calculated the project cost for just the exterior façade work to be approximately \$44,757 with an additional \$1,000 in design fees. **The**

**total grant amount would be \$16,000.**

**ALTERNATIVES:**

1. The City Council can approve Campustown Façade Grants for both projects listed above, awarding \$16,000 in grant funding for 103 Stanton Avenue, the Cranford Building, and awarding \$16,000 for 116 Welch Avenue, Arcadia Café.

*The reduced grant value in the grant request for 103 Stanton from the requested \$16,500 to \$16,000 takes into consideration the reduction in the project cost staff calculated for the project.*

2. The City Council can approve an alternative selection of façade grants or grant amounts to the projects that the Council finds meet its priorities for Campustown façades.
3. The City Council can refer this request to staff or the applicants for additional information.

**MANAGER'S RECOMMENDED ACTION:**

The proposal for the Cranford Building shows that an historic approach can also provide significant impact on an identifiable Campustown. The improvements will be a significant contributor to the improved appearance of the two blocks of Campustown undergoing the most dramatic redevelopment. The project represents the concepts of Historic Campustown and Transparent Campustown.

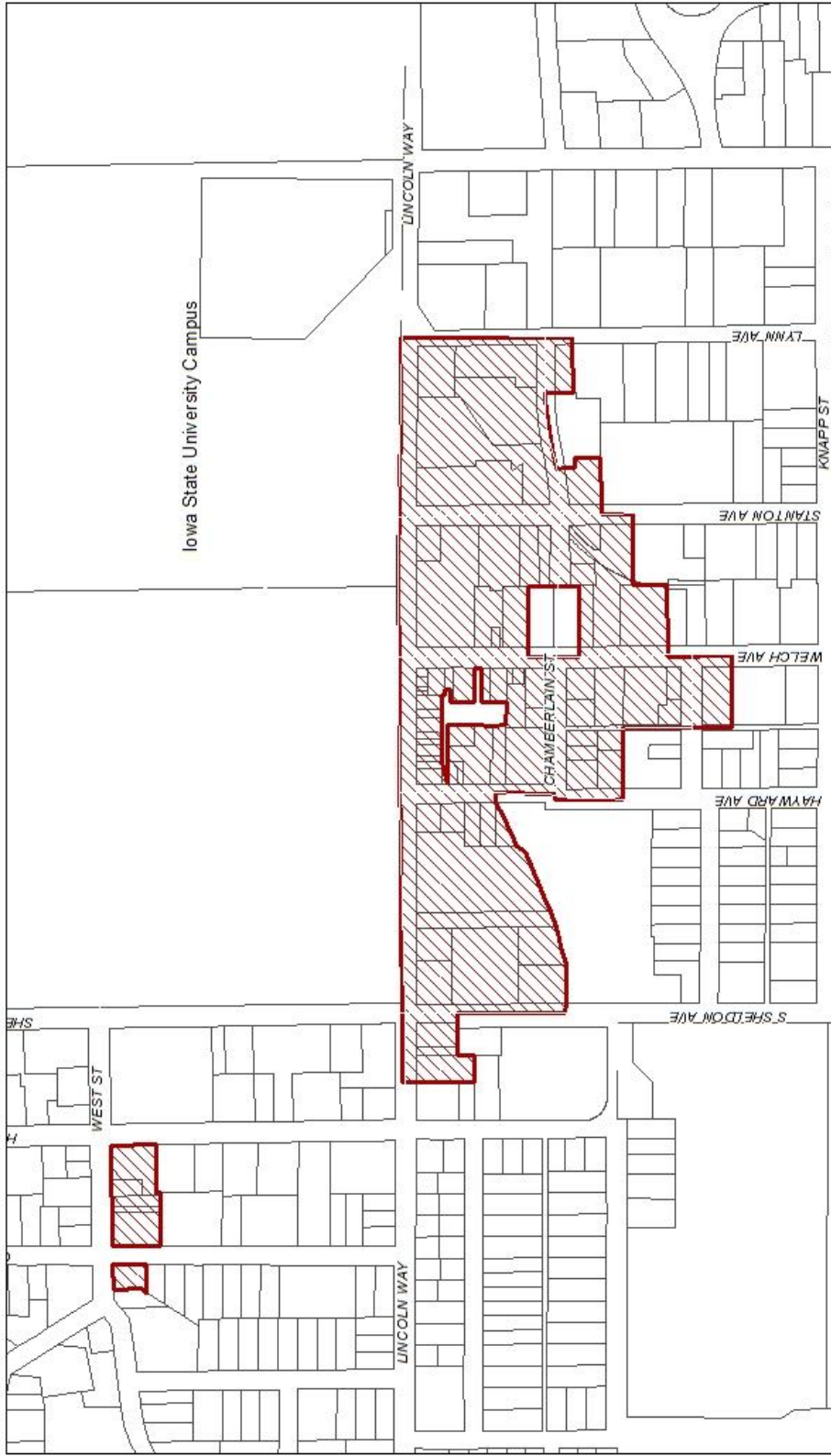
The Arcadia Café façade project is an improvement project which shows the intent of the façade program to create character and design details in buildings that address a social and interactive atmosphere in Campustown. It is consistent with four of the five design concepts of the Idea Book.

The design of both projects support the distinct character and style of each building. Together they improve the pedestrian environment of the Campustown area. The new facades certainly meet the intentions of the program in that they greatly enhance the appearance of their respective buildings and contribute to increased vitality and economic development through private investment of the area.

**Therefore, it is the recommendation of the City Manager that the City Council accept Alternative #1, thereby approving \$32,000 in grant funding for Campustown Façade projects for both 103 Stanton Avenue and 116 Welch Avenue.**

# Attachment A

## Campustown Facade Improvement Program



 Campustown Facade Grant Eligibility Area

November 2015  
Map prepared by Ames Planning and Housing



## Attachment B

# Scoring Criteria for Campustown Façade Grants

To be used to evaluate competing grant applications and to advise City Council in awarding grants. **The purpose of the grant program is to promote investment that creates or expands use and interest within Campustown.** Higher scores will be given to projects that meet many of the Idea Book design concepts and create a significant visual or financial impact for the Campustown Area.

### **IDEA BOOK DESIGN CONCEPTS**

**Maximum Score 40 Points**

The number of points granted in this category shall be based upon the strength of the proposed improvement project to be consistent with the Design Concepts as identified in the Campustown Idea Book. Projects identifying compliance with more of the design concepts deserve more points.

### **VISUAL IMPACT**

**Maximum Score 30 Points**

- Improvements apply to more than one story on one facade
- Improvements apply to more than one storefront on one facade
- Improvements will create more visual significance because:
  - key, highly visual elements of the building are being improved
  - the building is prominently visible due to its location (e.g., it serves as a focal point from a street, is at a prominent intersection, or is larger than other buildings around it)

### **FINANCIAL IMPACT**

**Maximum Score 30 Points**

- Matching funds exceed the minimum dollar-for-dollar match
- The project includes improvements being made to
  - ensure public safety,
  - establish or preserve the building's structural integrity
  - resist water and moisture penetration
  - correct other serious safety issues
- The façade project is part of a larger project that improves other exterior or interior parts of the building
- The project helps to make use of space that has been unoccupied or used only for storage

Attachment C  
Project Details

Application Form Last Updated: January 14, 2016

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FEB 26 2016

Campustown Façade Grant  
Application Form

CITY OF AMES, IOWA  
DEPT. OF PLANNING & HOUSING

1. **Project Address:** 103 STANTON AVE.

2. **Property Owner:** MONTE GIBBS + MARILYN ALGER

Business: \_\_\_\_\_

Address: 4400 199<sup>th</sup> STREET AMES, IA 50014  
(Street) (City) (State) (Zip)

515-203-0325 (Phone Number) mrgibbs@isunet.net (E-Mail Address)  
(Fax Number)

3. **Applicant:** MONTE GIBBS

Business: \_\_\_\_\_

Address: 4400 - 199<sup>th</sup> STREET AMES, IA 50014  
(Street) (City) (State) (Zip)

515-203-0325 (Phone Number) mrgibbs@isunet.net (E-Mail Address)  
(Fax Number)

4. **Designer:** TAMMY STEFFEN

Business: BENJAMIN DESIGN COLLABORATIVE

Address: 401 CLARK AVE. SUITE 200 AMES, IA 50010  
(Street) (City) (State) (Zip)

515-232-0888 (Phone Number) tammy@benjamin-design.com (E-Mail Address)  
(Fax Number)

I certify that to the best of my knowledge I have submitted all the required information to apply for approval of a Campustown Façade Grant and that the information is correct.

I have read and agree to abide by the "Eligibility, Terms, and Conditions" of the Campustown Façade Grant Program.

I have contacted the Building Official and have included in this project all work to correct code defects.

Signed by: Monte R Gibbs Date: Feb. 12 - 2016

Applicant

Monte R. Gibbs

Print Name

Attachment C  
Project Details

Benjamin Design Collaborative, P.C.

401 Clark Avenue, Suite 200

Ames, Iowa 50010

515-232-0888

Fax 515-232-0882



# Façade Improvement Project

Cranford Apartments  
103 Stanton Avenue

February 22, 2016

## Written Statement

The Owners of Cranford Apartments, Monte Gibbs and Marilyn Alger, wish to apply for the Campustown Façade Improvement Grant offered by the City of Ames. They wish to apply for one grant for the work facing Stanton avenue, Cranford Apartments storefront.

The work they intend to complete will be limited to the main floor of the building, the retail floor. The following specific items will be included in the work:

- ▶ Placement of new brick over the existing mortar plastered brick.
- ▶ Removal of all the single glazed windows, aluminum and wood frames and replace with new insulated glazing set in aluminum frames. The intention is for the windows to return similar in size to the original openings.
- ▶ Removal of the existing doors and replacement with aluminum frame doors, medium style, with all new hardware.
- ▶ Placement of new wood panel facings below the glazing, designed to emulate the historic character closer to the original structure. It is assumed the original elements were made out of wood and were removed when the plywood facing was installed. The new panels will be of the same style as the north facade, which had no original elements to recover.

The Cranford Apartment building was constructed in 1922, designed by Alda Wilson, who also managed the construction process. Alda's older sister, Elmina Wilson was the first woman to receive a master's degree in Civil Engineering in the United States and Alda received her degree in Civil Engineering, both from Iowa State College. The Faculty Women's Housing Company financed the project, providing needed housing for faculty women and students. Alda Wilson served as Carrie Chapman Catt's companion and executive assistant, from 1928 - 1947 as they traveled the country and world promoting the Women's Suffrage Movement. The Cranford Apartment building stands as an important reminder of that legacy.

The Cranford stands as an iconic structure at the corner of Stanton and Lincoln Way, with the return of larger more historic windows and brick facing. The goal is to provide a stronger social connection to the businesses along the street and provide an improved vision between the patron of the businesses and pedestrians along the sidewalk. By returning the fabric of the main floor façade closer to its historical roots, the building will connect the patrons to its historical beginnings and the messages they contain.



# Attachment C Project Details

Benjamin Design Collaborative, P.C.

401 Clark Avenue, Suite 200

Ames, Iowa 50010

515-232-0888

Fax 515-232-0882



## Cranford Apartments Façade Grant

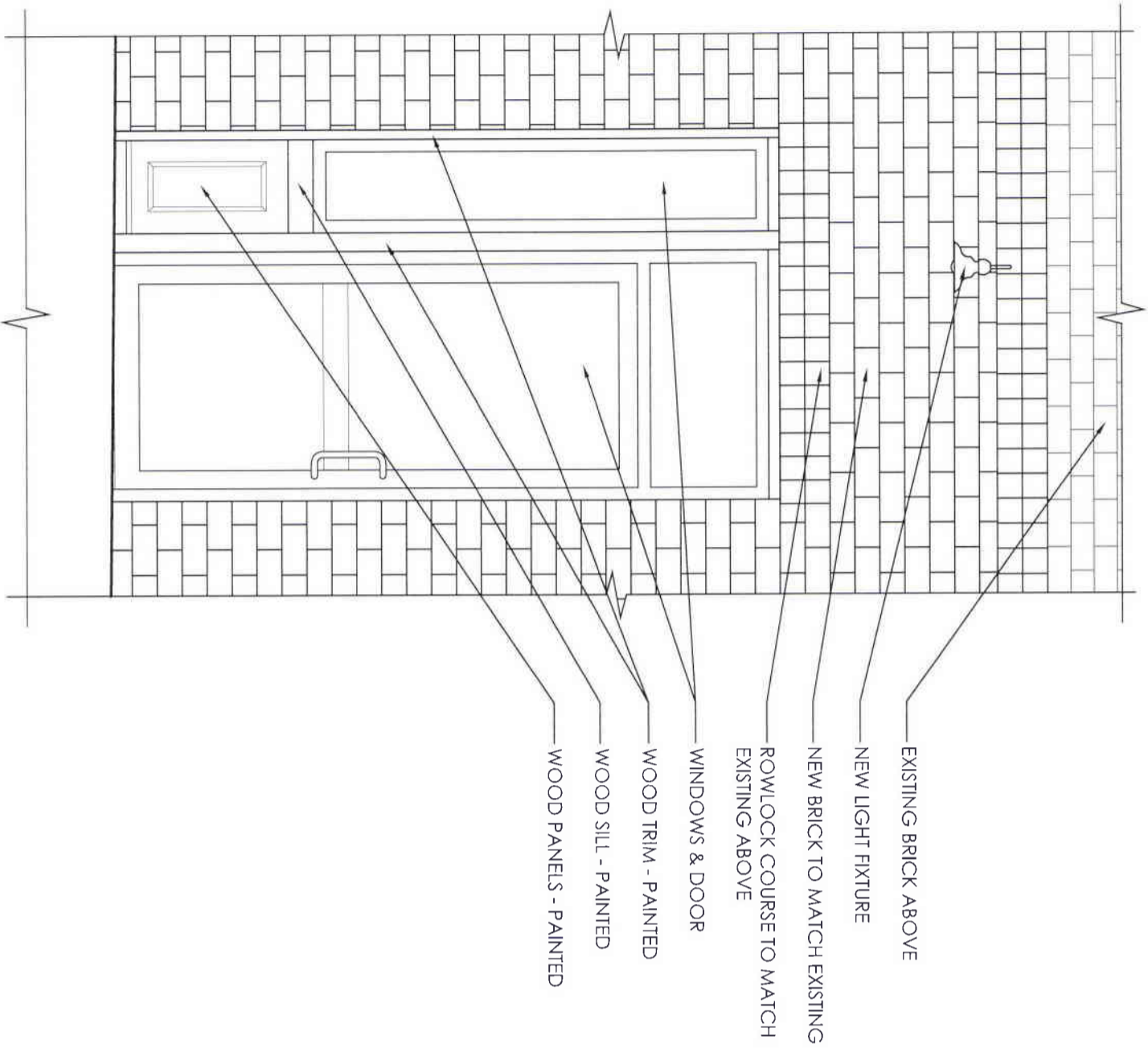
February 22, 2016

Monte Gibbs & Marilyn Alger  
Ames, IA

### Preliminary Estimate

#### Recap of Divisions

Division 1 - General Requirements		4,017
Division 2 - Site Work		7,678
Division 3 - Concrete		475
Division 4 - Masonry		12,873
Division 5 - Metal		3,425
Division 6 - Carpentry		9,795
Division 7 - Thermal & Moisture Protection		800
Division 8 - Doors & Windows		8,584
Division 9 - Finishes		5,100
Division 10 - Specialties		1,500
Division 22 - Plumbing		350
Division 23 - HVAC		6,000
Division 26 - Electrical		1,400
Subtotal of Individual Items of Work		<hr/> 61,997
Subtotal of Work		61,997
Estimate Contingency	10.0%	6,200
<b>Total Construction Cost of Project</b>		<hr/> <b>\$68,197</b>
Total Construction Cost		\$68,197
Construction Contingency	5.0%	3,410
Owner's Contingency	3.0%	2,046
A / E Fees ( <i>estimated</i> )	4.5%	3,069
<b>Total Project Cost</b>		<hr/> <b>\$76,721</b>



# PROPOSED MATERIALS

SCALE: 1/2" = 1'-0"



# EXISTING EAST ELEVATION

NOT TO SCALE



# RENOVATED NORTH ELEVATION

NOT TO SCALE

CRANFORD FACADE REMODEL  
MONTE GIBBS & MARILYN ALGER  
103 STANTON AVE., AMES, IA



**Benjamin Design Collaborative, P.C.**

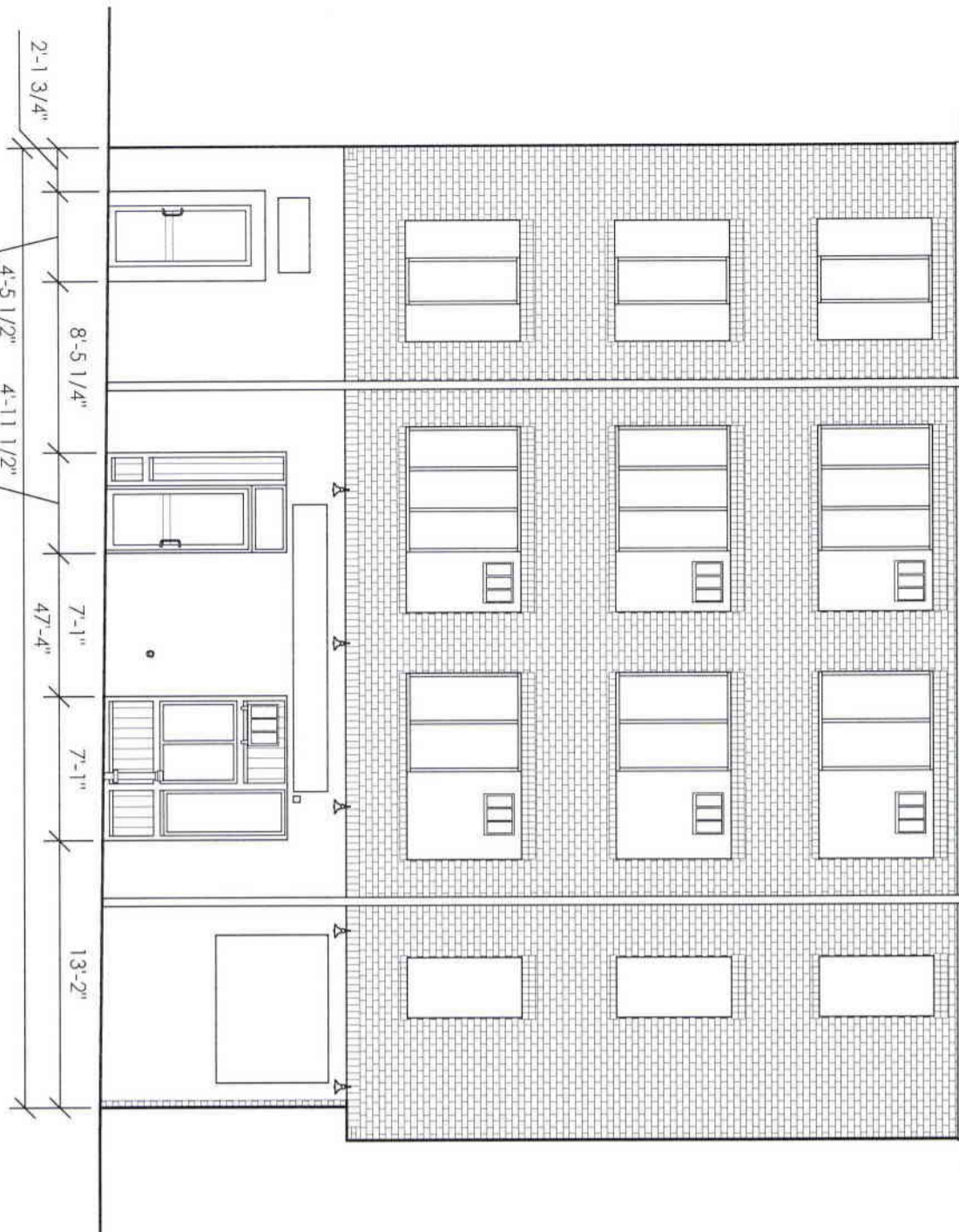
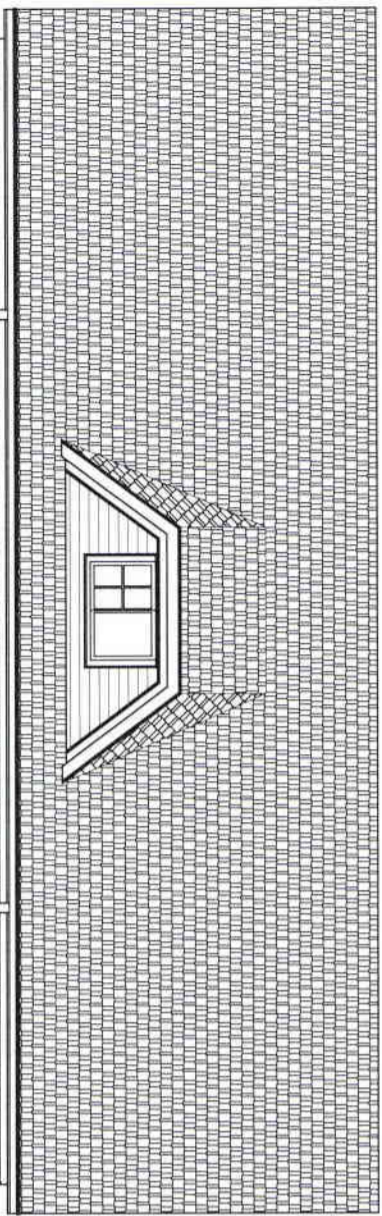
401 Clark Avenue, Suite 200, Ames, IA 50010

Phone - 515-233-0888 Fax - 515-233-0882 www.benjamin-design.com

[DATE]	02-22-16
[PROJ. NO.]	21510
[FILE NAME]	21510
[CONTENTS]	PROPOSED MATERIALS & SITE IMAGES
[SHEET NO.]	A2 2

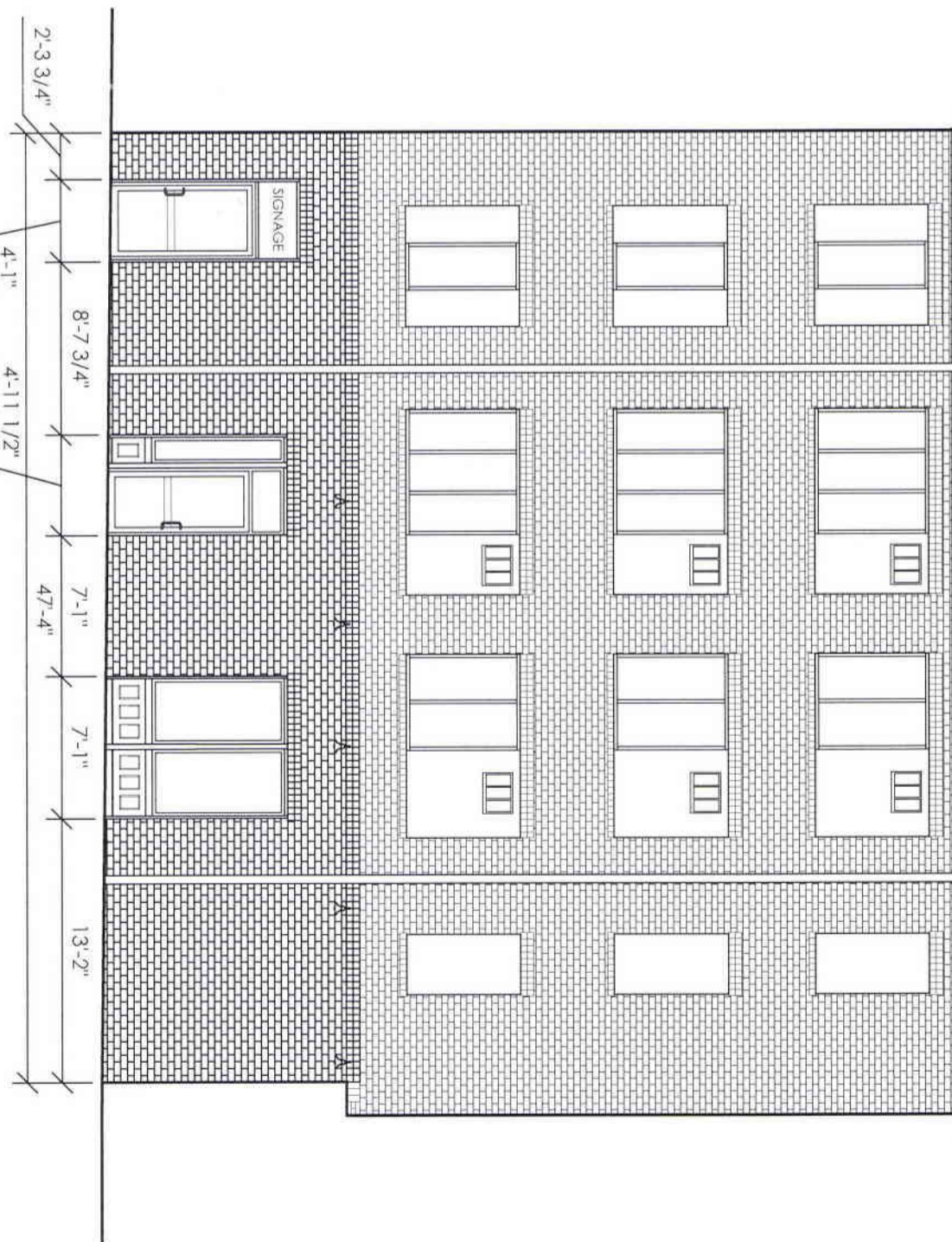
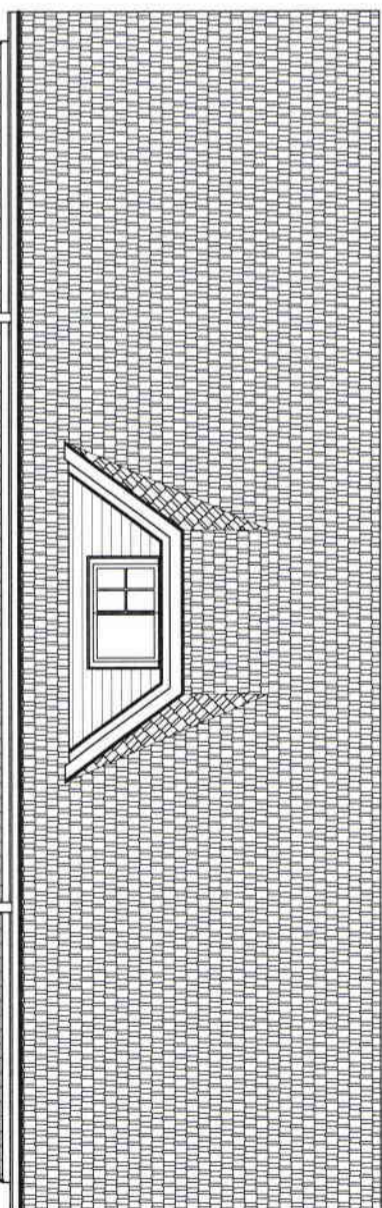


# CRANFORD EAST FACCADE RENOVATION



EXISTING EAST ELEVATION

SCALE: 1/8" = 1'-0"



PROPOSED EAST ELEVATION

SCALE: 1/8" = 1'-0"

DATE	02-22-16
PROJ. NO.	21510
FILE NAME	21510
CONTENTS	EXISTING & PROPOSED EAST ELEVATIONS
SHEET NO.	A1 of 2

CRANFORD FACADE REMODEL  
MONTE GIBBS & MARILYN ALGER  
103 STANTON AVE., AMES, IA

**Benjamin Design Collaborative, P.C.**  
401 Clark Avenue, Suite 200, Ames, IA 50010  
Phone - 515-232-0868 Fax - 515-232-0882 www.benjamin-designs.com



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Attachment C  
Project Details

Application Form Last Updated: January 14, 2016

MAR 4 2016

CITY OF AMES, IOWA  
DEPT. OF PLANNING & HOUSING

**Campustown Façade Grant**  
*Application Form*

1. **Project Address:** 116 Welch Avenue, Ames, IA 50014

2. **Property Owner:** Campus Investors IS, LLC

Business: c/o American Campus Communities

Address: 12700 Hill Country Blvd, Suite T-200, Austin, TX 78738

(Street) (City) (State) (Zip)

512-732-9617 512-494-0603 Tboatsell@americancampus.com

(Phone Number) (Fax Number) (E-Mail Address)

3. **Applicant:** Ryan L. Jeffrey and Liz Jeffrey

Business: Arcadia Cafe

Address: 2712 Lincoln Way, Ames, IA 50014

(Street) (City) (State) (Zip)

515-292-3510 liz@arcadiainames.com ryan@arcadiainames.com

(Phone Number) (Fax Number) (E-Mail Address)

4. **Designer:** Arthur Baumgartner

Business: Haila Architecture | Structure | Planning Ltd.

Address: 416 Kellogg Avenue, Ames, IA 50010

(Street) (City) (State) (Zip)

515-292-0007 515-292-0008 abaumgartner@haila-asp.com

(Phone Number) (Fax Number) (E-Mail Address)

I certify that to the best of my knowledge I have submitted all the required information to apply for approval of a Campustown Façade Grant and that the information is correct.

I have read and agree to abide by the "Eligibility, Terms, and Conditions" of the Campustown Façade Grant Program.

I have contacted the Building Official and have included in this project all work to correct code defects.

Signed by:  Date: 3/4/2016

Applicant

LIZ C. Jeffrey  
Print Name

**Project Information**

**Project Name:** Arcadia Cafe

**Location:** 116 Welch Avenue, Ames, IA 50014

**Project Features:** Exterior Canopy, Lighting Upgrades, Pedestrian Oriented Signage and Interaction, Renovation & Improvement of Undesirable Building, Transparency, Accessibility

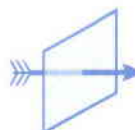
**Date of Prep:** Prepared March 04, 2016



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MAR 4 2016

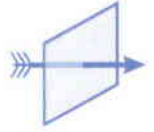
CITY OF AMES, IOWA  
DEPT. OF PLANNING & HOUSING



## Written Statement

### Transparent Campustown

Less than quality storefront windows once offered 116 Welch Avenue an inviting appearance, but has since been covered with posters, shades, even paint, to prevent the daylight from entering the space. The facade renovation will install cafe style windows, a high quality glass operable wall system providing visual and physical transparency between the street and the interior space. The visual connection from the street into the very back of the cafe encourages a pedestrian friendly environment, giving the passerby opportunity to linger and absorb the sights, sounds, and smells of the interior as it spills out onto the streets of Campustown. The separation between commercial activity and street life begins to vanish creating a cohesive and personable community.



### Social Campustown

The night life for which Welch Avenue is known will be improved upon with additional lighting on the building's facade, goose neck lighting above the canopy and recessed lighting to illuminate the sidewalk, creating a safe and inviting atmosphere while roaming the streets of Campustown at night and increasing walk-ability of Welch Ave. The operable wall system will encourage interaction between pedestrian and patrons as the cafe style window removes the barrier between the interior and street scape.



### Identifiable Campustown

Material selection of the new facade not only brings comfort to those walking by, but also texture, warmth, and friendly accommodations. The cultured stone veneer will be a drastic aesthetic improvement the existing pre-cast concrete wall panels and the natural cedar siding will add a splash of color and warmth to the previously cold facade. Both materials add depth and diversity to the otherwise predictable palate of brick to Welch Ave. These materials combined with high quality signage, on the prominent canopy and the two blade signs, express the character of the cafe within. 116 Welch Avenue hopes to become a precedent for the rest of Welch to help encourage distinct facades for each of the variety of businesses to enrich the greater context of Campustown.



### Diverse Campustown

The relatively steep slope of Welch Avenue creates a unique challenge for street level businesses in terms of accessibility. The new entry arrangement ramp of 116 Welch encourages persons from all backgrounds to come inside. Universal accessibility, material diversity, and a consistent unique character throughout the entirety of the building creates a vibrant and creative atmosphere not seen elsewhere on the brick-lined Campustown strip.



### Structural Integrity & Constructibility

HAILA Architecture | Structure | Planning Ltd. & Jensen Builders Ltd.

Both contractor and architect, as listed above, have been integral in the design and constructibility of the facade and interior renovation projects. The overall structure will not require any modifications to the existing load bearing elements, but due to recent construction in the adjacent lot to the north previous means of egress have now been rendered unusable. Applicable code implications will require extensive reconfiguration of the means of entry and egress on the main facade.

116 Welch Avenue has not been identified as having a historically significant facade that positively contributes to the surrounding Campustown Community, this allowing greater flexibility in the design. The extensive renovation of this existing facade requires careful consideration of thermal and moisture control issues. Through consultation with the local businesses listed, HAILA Architecture | Structure | Planning Ltd. and Jensen Builders Ltd., the proposed facade renovation will address the harsh Midwest Iowa climate of appropriately through detailed drawings by a licensed architect and through the use of high quality materials and products.





# Attachment C Project Details

## Arcadia Cafe

116 Welch Avenue, Ames, IA 50014  
Prepared March 01, 2016



## Project Budget

Approximate Budget Cost \$57,941

This budget has been constructed with both the contractor and architect weighing in on the prices, as they have been integral in the design and constructibility of the facade project, and both feel that the budget is reasonable.

### Professional Construction Estimate

1. Demolition	\$2,000
2. Traffic Control	\$560
3. Concrete work	\$3,024
4. Cultured Stone Veneer	
• Columns	\$6,272
• Window Sill	\$1,881
5. Natural Cedar Siding & Wall Assembly	\$1,267
6. Operable Cafe Style Windows	\$12,320
7. Aluminum Doors & Windows	\$6,585
8. Lighting	\$2,352
9. Printed Awning	\$8,960
10. Blade Signage	\$2,000
11. Caulking & Miscellaneous	\$1,120
12. Estimated Contingency	\$3,400
13. General Contractor Markup	\$5,200

### Professional Design Fees

14. Facade Design Only	\$1,000
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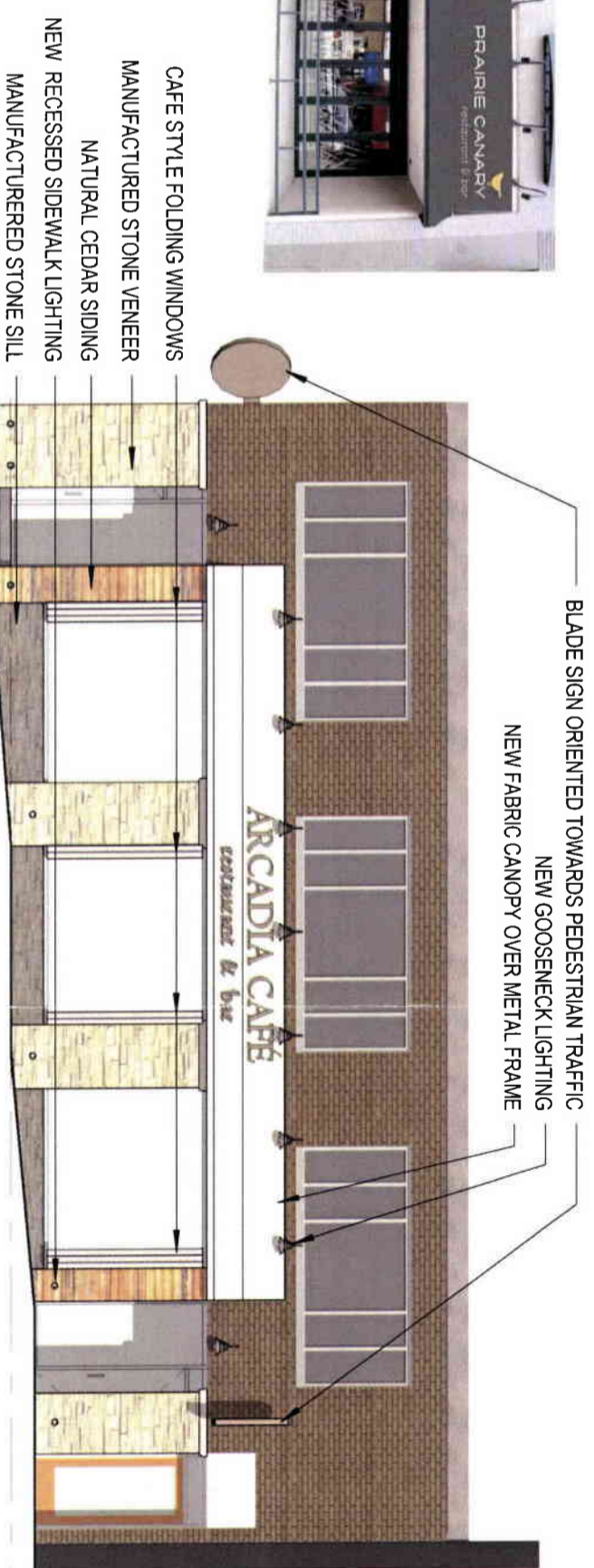
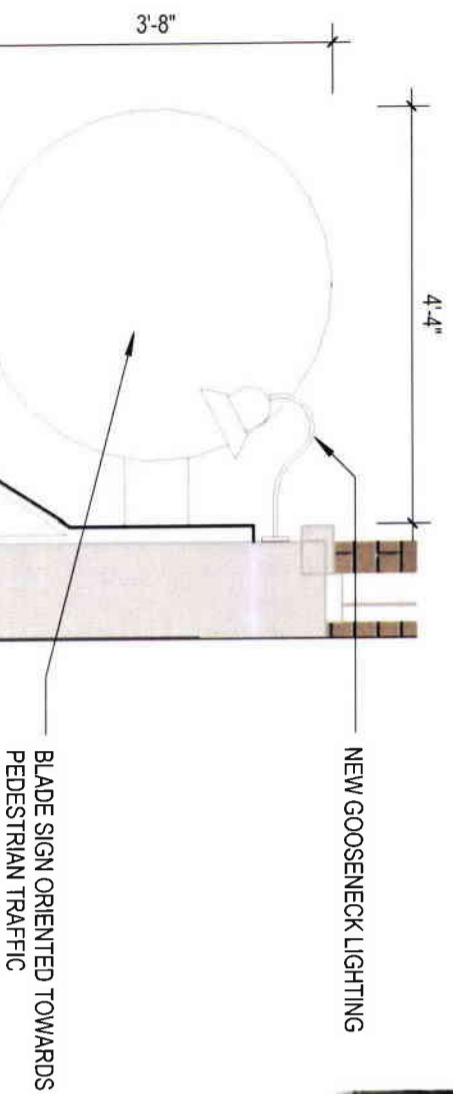
Total Project Cost \$57,941

## Financial and Visual Impact

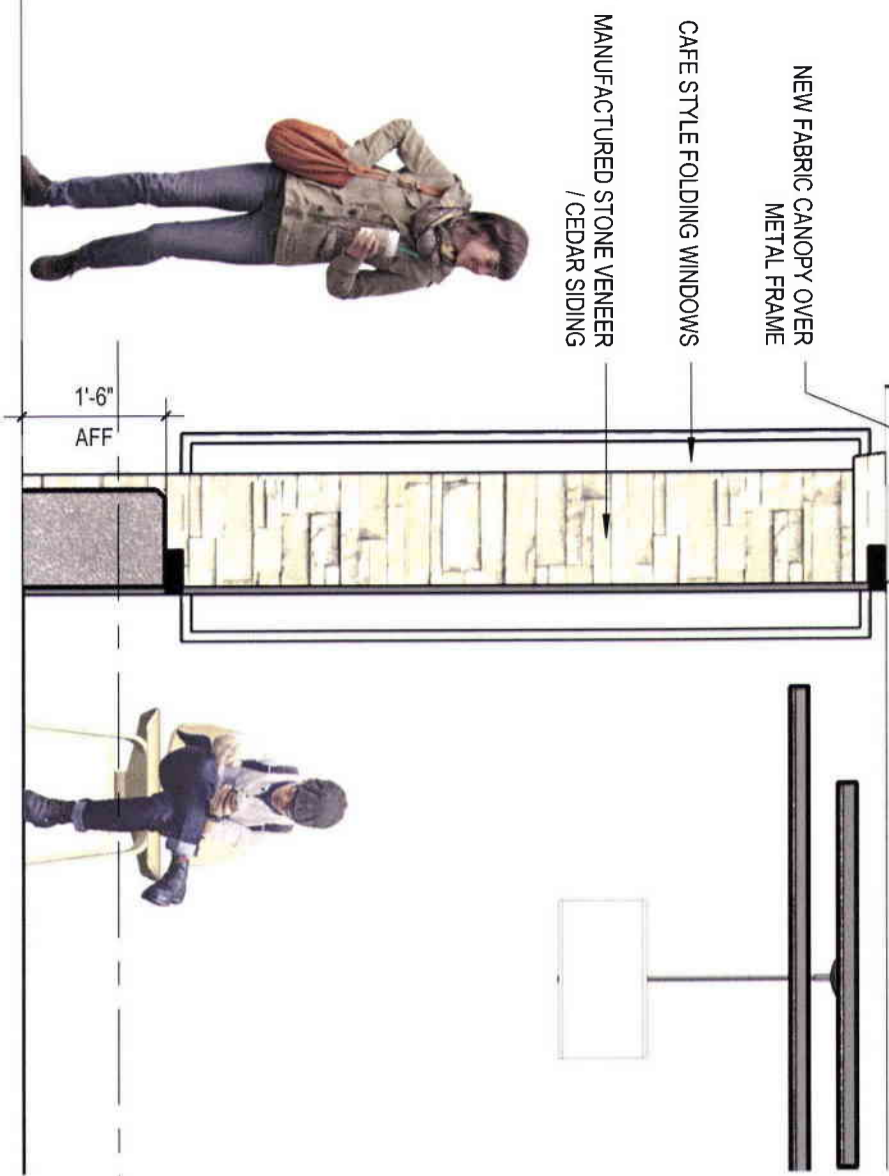
The costs listed above only account for work to the facade. However, Arcadia Cafe's total investment in this property will likely eclipse \$200,000. With the current commercial space being unoccupied, these investments will significantly improve the aesthetic and social value of the prominent location within Campustown.



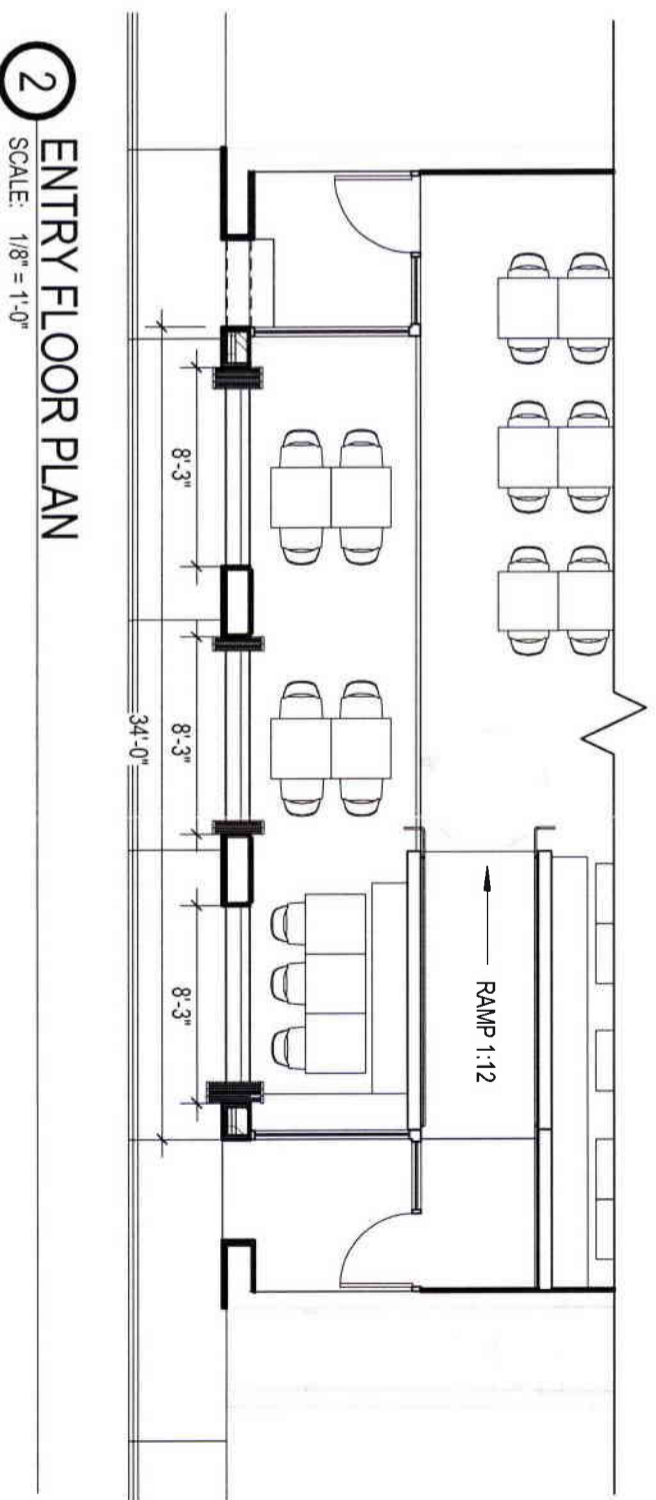
PRECEDENT STUDY THE PRAIRIE CANARY - GRINNELL, IA



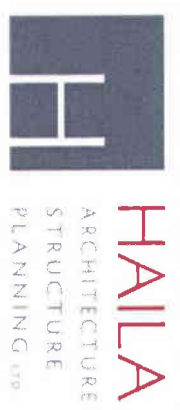
1 ENTRY FACADE  
SCALE: 1/8" = 1'-0"



3 WALL SECTION  
SCALE: 1/2" = 1'-0"



2 ENTRY FLOOR PLAN  
SCALE: 1/8" = 1'-0"



**HAILLA**  
ARCHITECTURE  
STRUCTURE  
PLANNING LLP

MAR 4 2016

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DEPT. OF PLANNING & HOUSING

**CAFE RENOVATION**

ARCADIA CAFE

116 WELCH AVE, AMES, IOWA 50014

NOT FOR CONSTRUCTION

2016-03-04